



CITY OF
Westfield
INDIANA

**WASTE MANAGEMENT
COMMUNICATIONS PLAN**

WASTE MANAGEMENT COMMUNICATIONS PLAN

- **January**
 - Building out FAQ section of the city website
 - Create Westfield Magazine Ad for March (to be included on)
 - Create City Stormwater Q2 Insert
- **February**
 - Week of 1st: Press Release with information, top priority FAQ, direct to website; Social Media push
 - Week of 5th: Inclusion in City e-newsletter; answer 2 FAQs
 - Week of 19th: Inclusion in City e-newsletter; answer 2 FAQs

WASTE MANAGEMENT COMMUNICATIONS PLAN

- **March**
 - **Inclusion in City stormwater bill**
 - **Week of 4th: Social Media push reminding of changes; Inclusion in City e-newsletter**
 - **Week of 11th: Presentation at City Council Meeting; Social Media push to be on the lookout for your first WM bill**

Postcards



Dear WM Customer,

WM is excited to announce our continued service to the City of Ann Arbor! Beginning **July 1, 2023**, invoicing for commercial businesses will transition from the City of Ann Arbor to WM. Please expect your first invoice in August. Customers will also have enhanced communication and account management capabilities through My WM.

Manage Your Service 24/7 with My WM

WM is committed to finding ways to manage your service more conveniently and efficiently. With a My WM account, you can access your services, view your service and holiday schedule, enroll in paperless billing and more!

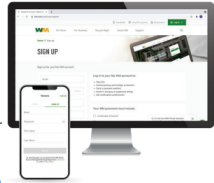
Instructions to create your My WM account will be included with your first invoice.

Questions? To discuss billing changes, please contact WM Customer Service at (866) 797-9018 or CustomerServiceCM_GLA@wm.com. For further information about the new commercial solid waste contract, please visit a2gov.org/commercialtrash.

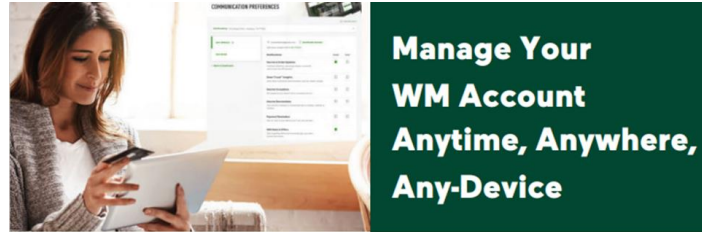
WM is proud to serve the City of Ann Arbor. We look forward to continuing to keep your community safe, clean and green.



Address
City, State ZIP



Inserts - MYWM



WM is committed to finding ways to make your service more efficient, effective and effortless to manage. Powerful new **My WM** online capabilities have been launched to help you adjust services, gain visibility and manage billing.

Do More With My WM

- Buy & Adjust Service Online 24/7** – Things are constantly changing—including your service needs. Our online options help you adjust to change
- View ETA & Schedule** – Provides up-to-date information online and prepares customers for potential service delays due to holidays
- Manage Communication Preferences** – Stay informed by receiving the types of information you want to receive and how you prefer to receive it
- View Service Visuals** – See your container the way our Drivers see it with photos and videos
- Billing** – Provides access to current and past invoices, allows you to save or update payment methods, or set up auto pay

Sign Up Today



- ✓ Visit wm.com/mywm to create your account
 - ✓ Once logged in, go to **Manage Accounts**
 - ✓ Link additional accounts, if applicable, by providing your Customer ID and billing postal code, which can be found on your invoice
- My WM App**
Download the app on Google Play or the iTunes App Store. Open the app and select "Register" to get set up.



© 2024 WM Intellectual Property Holdings, L.L.C.

Website Examples

Mentor, OH Home Trash Service

Trash, Recycling & Organic Waste Pickup

At WM, we're proud to take care of our Mentor neighbors — and our planet — with residential trash pickup, organics and recycling services.

Residential

Set Up Your Service

The city has chosen WM to provide waste pickup, but **you'll need your own WM profile** to ensure proper service and billing. Enter your address and we'll help you get set up.

Enter address to get started

Go



Residential Pickup Schedules

For regular service and holidays

If a holiday falls on a weekday, collections for the rest of the week will be pushed back a day. For a Thursday holiday, service would be on Friday, and Friday service would be Saturday. For holidays on Saturday or Sunday, there are no delays.

Weekday holidays will delay collection by one day for the remainder of the week. For example, if a holiday falls on a Thursday, Thursday customers will be collected on Friday and Friday customers will be collected on Saturday.

[View Regular Schedule](#) [View Holiday Schedule](#)

My WM Quick Access

[Go to Dashboard](#)

Make a Payment

Report Missed Pickup

Repair or Replace Container

Request a Bulk Pickup

WASTE MANAGEMENT COMMUNICATIONS PLAN

SAMPLE: Upcoming Changes to Your Trash and Recycling Bill

City of Westfield residents will soon see a change in their trash and recycling bill.

Beginning April 2024, you will be directly billed by WM for your waste collection service and will no longer be able to pay your bill through the City of Westfield.

If you currently pay your bill online, you will need to create an online profile with WM. A My WM profile allows you to manage your service, view your pick-up or holiday schedule, sign up for paperless billing, chat with an agent, and more.

Look for more information along with your first invoice from WM about My WM benefits and how to set up your My WM account.